PENETRATION ANALYSIS

Accounts By (PM FM Volume) & Ownership
11/25/92
Territory: 110101

Base Selection: Accounts By (Total Volume) & Ownership
11/25/92
Territory: 110101

Eff Date 08/04/1991

	GRAND TOTAL	TOTAL CHAIN	TOTAL INDEP	0-99 CHAIN	0-99 INDEP	100-199 CHAIN	100-199 INDEP	200-299 CHAIN	200-299 INDEP	300-399 CHAIN	300-399 INDEP	400-499 CHAIN	400-499 INDEP	500-599 CHAIN	500-599 INDEP	600-699 CHAIN	600-699 INDEP	700-799 CHAIN	700-799 INDEP	800-899 CHAIN	800-899 INDEP	900-999 CHAIN	900-999 INDEP	1000+ CHAIN	1000+ INDEP
SUPERMARKET	7	3	4	2	4	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	7	3	4	0	0	1	1	1	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Percentage	100.0	100.0	100.0	00.0	00.0	100.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
TOB	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Percentage	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
CONVENIENCE	35	5	30	5	29	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	35	5	30	2	17	3	3	0	2	0	3	0	2	0	1	0	0	0	1	0	0	0	1	0	0
Percentage	100.0	100.0	100.0	250.0	170.6	00.0	00.0	00.0	50.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
GROCERY	34	0	34	0	33	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	34	0	34	0	19	0	12	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Percentage	100.0	00.0	100.0	00.0	173.7	00.0	08.3	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
DRUG	5	5	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	5	5	0	1	0	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Percentage	100.0	100.0	00.0	500.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
MASS MERCHANDISING	5	5	0	4	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	5	5	0	2	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Percentage	100.0	100.0	00.0	200.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
HOTEL/AIR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Percentage	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
NEWS STAND	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Percentage	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
RESTAURANT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Percentage	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
LIQUOR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Percentage	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
WHOLESALE	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Percentage	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
INDIAN RESERVATION	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Percentage	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
OTHER	3	0	3	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	3	0	3	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Percentage	100.0	00.0	100.0	00.0	100.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
GAS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Percentage	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0
TOTAL	89	18	71	16	68	1	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	89	18	71	5	38	9	16	2	5	1	6	0	2	1	1	0	0	0	2	0	0	0	1	0	0
Percentage	100.0	100.0	100.0	320.0	178.9	11.1	12.5	50.0	20.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0

Percent Penetration

Base Selection: Percent Base

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Source: https://www.industrydocuments.ucsf.edu/docs/zfpn0004